

September Spotlight on our Schools

Community Engagement and Review of Community Surveys

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September 15, 2015



Community Engagement Overview

Strategic Goal: To continue promoting community awareness, support and engagement regarding student learning and District 58 programs.

With whom do we communicate?

Audiences:

- Parents
- Staff
- Students
- Board of Education
- Media
- Community Leaders
- Community Partners
- Engaged Residents
- Residents with fewer District 58 connections

Consider how to reach each unique audience

How do we engage with our audience?

- Website
 - Consistently updated
 - Features news, reminders, resources
- SchoolMessenger
 - Fast way to relay important information to parents, staff and Board of Education
 - Email, text, phone



Newsletters and Reports

- Communicate 58:
 - Subscribers increased from 1,700 in August 2014 to 8,100 in September 2015
 - Average open rate of ~50 percent. Industry average is 20 percent
- Annual Report to the Community:
 - Mailed to families; Updated design this year, with “58 reasons to celebrate” theme
- Schools of 58 Parent Handbook

2015
Annual Report
to the Community

58 reasons
to celebrate

District 58 achieved many successes during the 2014-15 school year. This Annual Report to the Community will highlight 58 reasons why this school year was fantastic. Thank you for being a part of the story, District 58 community!

REASON 36: District 58 issued the 2014-15 Fall Through-Sixth graders, enabling their learning experiences. See page 4 for more.

REASON 12: Crown with the national 900,000 Filled Challenges for its Innovative Compete of the Future Learning program. See page 8 for more.

REASON 41-55: The District highlights its many volunteer projects for charity fundraisers, such as the ACS in Student Challenge Success for ACS research. See page 14 for more.

Find us online:
Visit our website: www.d58.org

Follow District 58 on Twitter:
www.twitter.com/D58district58

"Like" District 58 on Facebook:
www.facebook.com/district58

Sign up for our
Communicate 58 newsletter
via our website's homepage

Subscribe to our YouTube channel:
www.youtube.com/District58

Social Media

- Facebook

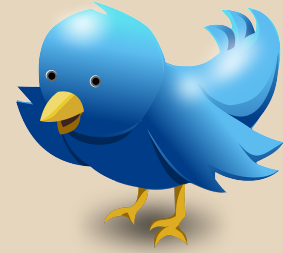
- In the past year we:

- increased “likes” by 74 percent

- 668 likes in August 2014 to 1,169 likes now

- increased Facebook engagement by ~400 percent

- in 2013-14: average post reached 77 people and got 2.5 likes;
in 2014-15: average post reached 381 people and got 17 likes



- Twitter

- #dg58learns

- YouTube



Downers Grove Grade School District 58 added 3 new photos.

August 22 at 8:50am · 🌐

Check out Henry Puffer's newly sealcoated blacktop, complete with new blacktop artwork provided by the PTA! They added a beautiful U.S. map and an alphabet caterpillar to welcome the new kindergartners. Thank you, parent Tracy Weiner, for sharing these pictures!



Jessica Miller, Beth Ahrens, Christine Williams and 84 others like this.

Most Recent ▾

2 shares



April Nowobielski Marron LOVE this!!!

Like · Reply · 👍 1 · August 22 at 9:05am



Rose Mary Hose Cool. We live our map at Lester, too. Cute caterpillar.

Like · Reply · 👍 1 · August 22 at 10:37am



Jacqueline Scott Farnaas Very clever.

Like · Reply · 👍 1 · August 22 at 12:03pm



Diane Tyrriver Lipuma That is awesome!!

Like · Reply · 👍 1 · August 22 at 3:44pm



Jennifer Farnaas VanHoutan So cool - great job Puffer and I know Tracy and Doug Weiner and friends worked hard on this!!

Like · Reply · 👍 1 · August 22 at 4:53pm



Joyce Rodriguez Great idea!

Like · Reply · August 22 at 9:20pm



Cindy Haines Albrecht Puffer parents are awesome!!

Like · Reply · August 24 at 7:55am



Pam Jones So cool!

Like · Reply · August 24 at 10:51am



Write a comment...



2.9K

People Reached

380

Post Clicks

Board of Education Engagement

The Board works hard to engage with parents, students, staff and community members:

- Open Board of Education meetings
- Board Committees
- Coffee with the Board
- School tours
- PTA meeting visits (new this year!)

Employee Engagement

- 58 Connects
 - Internal newsletter with new design
 - 65 percent open rate
- Other engagement
 - Intranet/Employee Exchange
 - Employee profiles
 - Work in progress!



58 CONNECTS

A monthly District 58 employee newsletter
Check out our new design!

September 2015

In this issue:

[Welcome from Dr. Cremascoli](#)

[Headlines:](#)

Foundation grants; Oktoberfest volunteers; One Second, Every Day video

[Monthly Feature:](#)

First week reflections from our new staff

[Central Office News:](#)

New administrative software; Using EpiPens; 2015-15 budget; Curriculum update

[Employee News:](#)

Spotlight on Jackelyn Cadard, Michelle Rzepka; Staff milestones; Staff in the news

[Question of the Month:](#)

What did you do this summer? Read your colleagues' responses!

[District 58 Employee Discounts](#)

[Gmail may auto-clip this newsletter. If this link does not work, scroll to the bottom and select "View entire message."]

Media/Community Partner Engagement

- **Media**
 - News releases
 - Fosters positive relationships/mitigates bad press
- **Community Partners**
 - Education Foundation of Downers Grove District 58
 - Public entities: Village, Police, Fire, Library, Park District, Chamber, EDC
 - Other entities: Grove Foundation, Lions Club, Rotary, local non-profits, businesses and more

Recent Recognition

INSPRA* awarded District 58 with four state-level communication awards for the 2014-15 school year!

- Communicate 58
- Writing (two awards)
- SAMRI Winter Teacher Camp video story

**Illinois chapter of the National School Public Relations Association*

Communicate 58
News from Downers Grove Grade School District 58

Vol. 7 Issue 1 Monday, Aug. 31, 2015

Welcome back to school!
We visited Pierce Downer, Lester, Fairmount and Kingsley to capture the first day excitement.

In this issue

- [Welcome back to school!](#)
- [Greetings from Dr. Cremascoli](#)
- [Students celebrate a successful summer of learning and growing](#)
- [Summer facilities update](#)
- [New District 58 teachers enjoy productive opening week of work](#)
- [District seeks new subs](#)

Community Surveys

- **5Essentials:** Teachers and Students (6th-8th) take this survey
- **School Environment Survey:** Parents and Students (3rd-5th) take this survey

5Essentials Survey

- [5Essentials Executive Summary](#)
- [5Essentials Measures Review](#)
- Determines performance in five categories: **Effective Leaders, Collaborative Teachers, Ambitious Instruction, Supportive Environment and Involved Families**
- Each category has 3-5 measures associated with it
- The survey also analyzed several **supplemental measures**
- Scores are on a 1-99 scale with 50 being average. They're neither a percentile rank nor a percentage.

How did we do?

- District 58 performed very well! We scored **above state average on all five categories.**
- We received the top rating of “**Most Implementation**” on two categories: Ambitious Instruction and Supportive Environment
- We earned second highest rating of “**More Implementation**” on the three other categories: Effective Leaders, Collaborative Teachers and Involved Families
- Survey scores are benchmark-based, not percentage-based. A score of 50 is the average score.

5Essentials: Ambitious Instruction

Ambitious Instruction: Big improvements in this category!

- English Instruction: improved from 50 to 78
- Math Instruction: improved from 74 to 89
- Academic Press: improved from 50 to 87 (see graphic)
- Indicates we challenge students with rigorous material



5Essentials: Effective Leaders

Effective Leaders: Similar to last year

- Teacher-Principal Trust improved from 55 to 63 (see graphic)
- Program Coherence (71) is once again well above state average!
- Teacher Influence (56); Instructional Leadership (54) received “Average Implementation” - These may be areas for further exploration.



5Essentials: Collaborative Teachers

Collaborative Teachers: Comparable to last year's strong scores

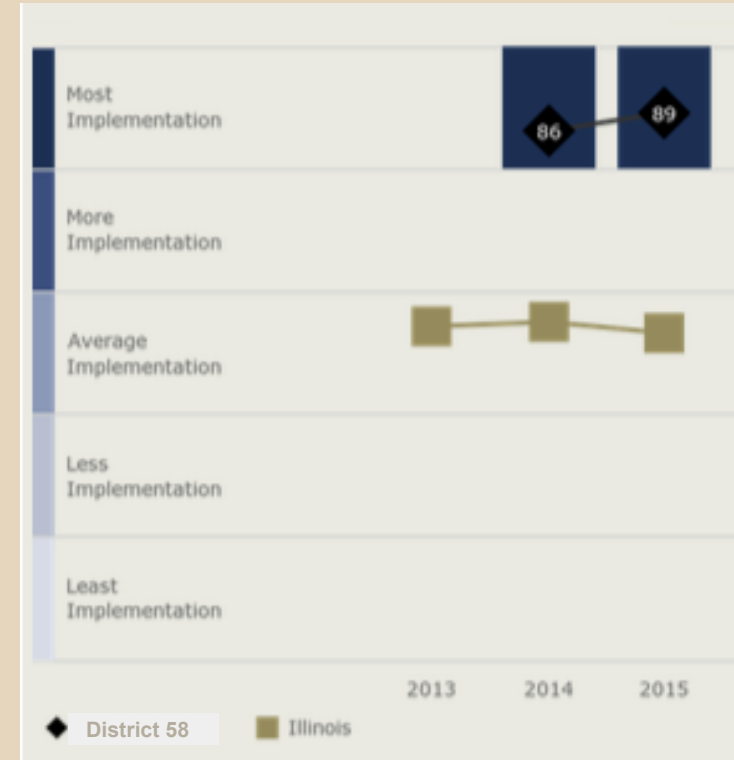
- Collective Responsibility improved from 72 to 79 - This means teachers feel responsible for student growth. (see graphic)
- Quality of Professional Development Opportunities improved from 47 to 59



5Essentials: Involved Families

Involved Families: District 58 scored much higher than state average for all measures related to this category!

- Teacher-Parent Trust: improved from 86 to 89 - This is a very strong score! (see graphic)
- Parent Involvement; Parent Influence on Decision-Making both scored very well



5Essentials: Supportive Environment

Supportive Environment: Big improvements - All scores are much higher than state average!

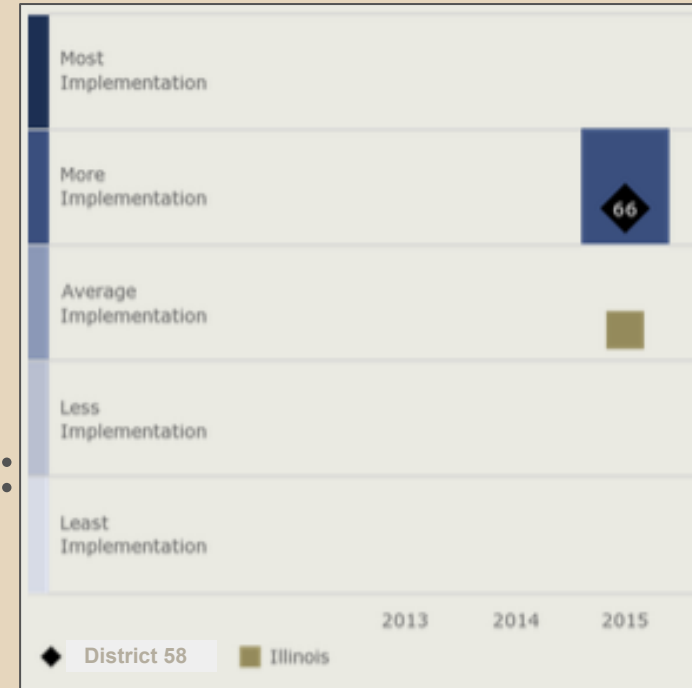
- Peer Support: improved from 81 to 88 (see graphic)
- Academic Personalism: improved from 70 to 86
- Scores indicate that students feel their peers, teachers and school leaders support and respect them.



5Essentials: Supplemental Measures - Teachers

Teachers: Overall scores improved and well above state average!

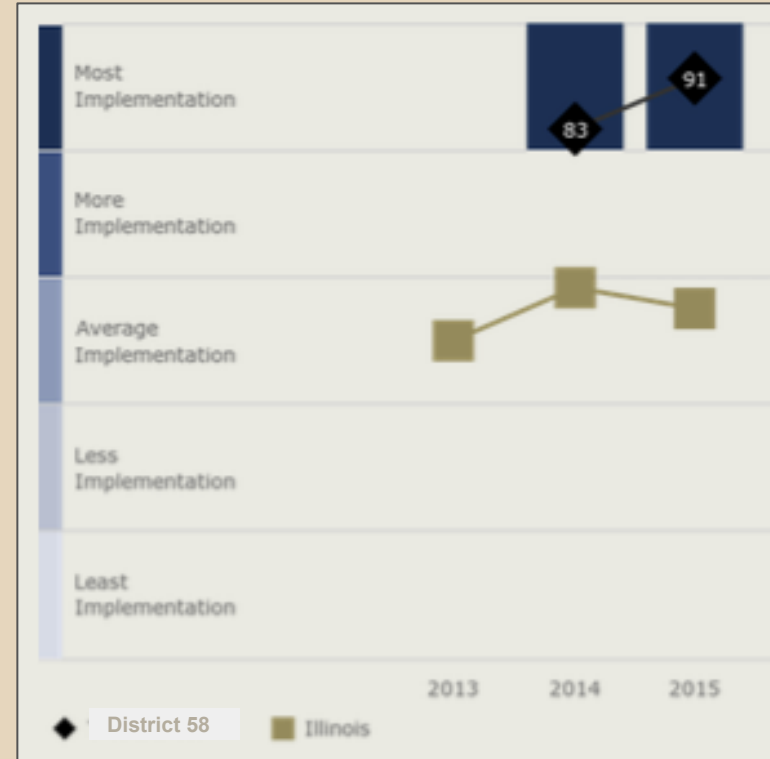
- Scores for Innovation (see graphic), Teacher Safety and Socialization of New Teachers are **much higher** than state average
- One exception: Student Responsibility: Score fell from 70 to 59; measures teacher perception of student engagement.



5Essentials: Supplemental Measures - Students

Students: Very high/improved results overall, particularly:

- Academic Engagement (63 to 87); Rigorous Study Habits (83 to 91) (see graphic); Emotional Health (91); Student-Peer Relationships (82 to 92); Course Clarity (66 to 85) - **Very strong scores!**
- Inquiry-based Science Instruction: just above state average (55)



School Environment Survey

- [Parent \(K-8th\) survey results](#)
- [Student \(3rd-5th\) survey results](#)
- Survey asked for parents' perception of academics, school/teacher support, communication, SEL and overall satisfaction with child's experience
- Survey asked for student perception of teacher/peer support; classroom rules; bullying; classroom involvement; and overall satisfaction with their school

Parent Survey Results

Overall, parents provided **very positive** feedback:

- **88%** say their child feels his/her teacher cares
- **89%** say their school is supportive for students
- **92%** say they have opportunities to communicate with their child's teacher
- **89%** say their child's teacher believes in them

One possible area for exploration and growth:

- **70%** agree that child's teacher communicates regularly (20% somewhat agree/somewhat disagree; 7% disagree)

Student Survey Results

Student survey results related to school environment:

- 63% agreed that students are kind/supportive; 29% sort of agreed/sort of disagreed; 4% disagreed)
- 58% agreed that students treat each other with respect (35% sort of agreed/sort of disagreed; 4% disagreed)
- The District has improved its Social-Emotional Learning and Digital Citizenship curriculum; these scores may reflect students' increased awareness of social emotional learning and good citizenship in schools

Student Survey Results

- Students clearly believed that their teachers/school have high expectations and are proud of their accomplishments.
- **92%** of students agreed that their teacher expects them to do well on school work.
- **86%** say their teacher is proud when they do a good job (only 1% disagreed).
- **88%** are happy they attend their school (only 4% disagreed).
- **90%** say they're encouraged to learn and respect students who are different

Plans for 2015-2016:

- Continue to enhance community engagement through online, electronic and in-person communications
 - Aim to increase online newsletter readership by 10 percent; Facebook engagement by 100 percent
 - Strengthen existing relationships with community partners and the media
 - Enhance employee communication/engagement
- Board will expand their community engagement to include PTA meeting visits
- Continue to use survey tools to gain insights from parents, students and staff, and inform school/district improvement efforts

Questions or Feedback?